

965005/04

Revised

CITY OF RIVERSIDE
HUMAN RESOURCES DEPARTMENT
CLASSIFICATION SPECIFICATION

TITLE: COMMUNICATIONS OFFICER (NON-CLASSIFIED)

DEFINITION

Under administrative direction, to perform professional and administrative work in planning, coordinating and performing communication activities and operations; to prepare and disseminate informational materials to the public and news media; to work closely with the Mayor and City Council; working with the City's marketing staff to provide technical assistance to City officials and departments in preparation of internal and external publications concerning City services, activities and functions; and to perform other related work as required.

REPORTS TO: City Manager (This non-classified position is appointed by the City Manager).

DISTINGUISHING CHARACTERISTICS

The incumbent shall be appointed "at-will" and is exempt from classified service and serve at the pleasure of the City Manager.

PAY FOR PERFORMANCE

Communications Officers in this classification are advanced in compensation based upon superior performance, as granted by the City Manager.

MERIT PAY

Upon reaching the maximum of the "Step 1" non-incremental range, the City Manager may advance the incumbent based upon superior performance, and place them within a non-incremental merit range, "Step 2," providing for up to a one-year merit bonus, not to exceed 15% annually.

Upon receipt of up to one year of "Step 2" merit pay, the incumbent will be returned to the maximum of the "Step 1" non-incremental range; or the City Manager may grant further increases based upon continued and demonstrated superior performance, not to exceed 15% annually and not to exceed the maximum of the "Step 2" range.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the City Manager. May exercise general supervision over para-professional, technical, and administrative support staff, as assigned.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

- Develop, implement, and coordinate a comprehensive communications program for the City which identifies audiences, messages, communications tools and evaluation measures.
- Synthesize City-wide vision, mission, strategic goals and key issues into concrete messages for educational, informational and marketing purposes. Coordinate communication activities to foster understanding among the public and City employees of City-wide vision, strategic priorities, program goals and services.

- Prepare and disseminate a wide variety of public information regarding City business including news releases, press conferences, public service announcements, newsletters, articles, special presentations and related materials.
- Establish appropriate mediums to communicate and inform elected officials of relevant issues.
- Organize the dissemination of positive and accurate information to the public regarding City business by utilizing a variety of communication tools, including: news releases, cable television programming, press conferences, public service announcements, newsletters, fact sheets, commercials, special presentations and other collateral material.
- Under guidance of City leadership, pro-actively seek regional and national news media coverage exemplifying the positive programs and services, opportunities and advantages of the City.
- Coordinate and disseminate *Riverside Report*, (a tri-annual newsletter), which showcases City projects, services, news and a guide to park and recreation, library and museum classes and events. Revamp such newsletter.
- Oversee and maintain a professional and useful City web site.
- Work with Public Safety Public Information Officer's and the City's Emergency Services Coordinator in drafting and maintaining a crisis communications plan; organize emergency public information in the event of a disaster.
- Provide training opportunities for City management in news media and public information processes and procedures.
- Maintain press clipping file on City news incidents; track media response along a variety of indicators (e.g. positive, negative, message portrayed, etc.); prepare report of results for City leadership.
- In collaboration with the City's marketing staff, develop special multi-media presentations as required, including slide shows, displays and photographic exhibits.
- Coordinate photography and videography at a variety of presentations and special events.

QUALIFICATIONS

Knowledge of:

- Techniques and methods used in development and evaluation of communications.
- Principles and practices of research, journalism, graphic design, layout and production.
- Fundamentals of photography, video-photography and cable-casting.
- Personal computer operation; software applications including graphics and desktop publishing systems.
- Interviewing techniques, communications, media services and resources.
- Organization, services and functions of municipal government.
- Pertinent federal, state, and local laws, codes and regulations.
- Principles of supervision, training and performance evaluation.
- Local government process, management and governance.

Ability to:

- Develop, organize, and coordinate a communication program.

- Communicate effectively, both orally and in writing.
- Gather and verify news information through interview, observation and research.
- Analyze complex administrative problems, evaluate alternatives and make creative recommendations.
- Advise on most effective techniques of information dissemination.
- Exercise judgment in release of information; give information rapidly, accurately and tactfully.
- Prepare press releases, news articles, presentations, reports and other written materials in a timely and recipient appropriate manner.
- Prepare and present a variety of communications materials; write and edit newsletters and news releases; prepare flyers and reports; prepare and give presentations; edit materials for proper punctuation and grammar.
- Establish and maintain effective working relationships with City officials, employees, the public and news media.
- Coordinate activities with other divisions and City departments.
- Operate a personal computer and applicable software including graphics and desktop publishing systems.
- Supervise, train, and evaluate assigned personnel.
- Effectively work in a political environment with individuals with diverse backgrounds and opinions.

Education and Experience:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to a Bachelor's degree from an accredited college or university with major course work in journalism, public relations, English, communications, public administration, business administration or a closely related field.

Experience: A range of 3-5 years of experience in public relations, writing, graphic design, video production, media relations and marketing. Experience must include preparation and production of both internal and externally oriented newsletters using graphics and desktop publishing systems. Prior governmental experience is highly desirable.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of, or ability to obtain, a valid Class "C" California Motor Vehicle Operator's License.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Communications Officer

TO: